

COLLEGE BROADCASTERS, INC. 2015 NATIONAL STUDENT PRODUCTION AWARDS

OFFICIAL ENTRY ANNOUNCEMENT

Entries are to be original work by students (totally student-produced) for a campus media outlet or college credit course. All entries must be submitted via askcbi.org by **Friday, May 15, 2015 at 11:59 p.m. ET**. Entry is FREE for CBI member stations. Entry fee for non-members is \$65 per entry per category, with payment to be processed online at the time of submission. Non-members may have the submission fee waived by becoming a CBI Member station. CBI members also receive a discount on registration for the National Student Electronic Media Convention. Non-members wishing to become members will be required to pay for membership online during the last week of the submission window. Become a CBI Member station by following this [link](#).

Submissions will be open **March 16, 2015**.

Download the entry announcement as a [PDF here](#).

Questions or concerns? Contact awards coordinator [Steven Hames via email](#) or 706-368-6963.

OFFICIAL RULES

The CBI board of directors are the final authority on all matters involving the contest. The contest is open to all campus radio stations (over-the-air, Internet and cable/closed circuit) television facilities, and other student media outlets. Finalists and winners entries may be posted on the CBI website or other site of its choosing and at its discretion. Rules may be amended by the CBI board of directors at any time.

- Entries must be submitted electronically via the CBI website at askcbi.org
- All entries must be submitted as originally broadcast or produced for a class between June 1, 2014, and May 14, 2015.
- Audio/radio entries must be submitted in .MP3 format. Do not submit audio/radio entries in any other format.
- Video/television entries must be submitted in .MP4 or .MOV format. Do not submit video/television entries in any other format.
- The official online entry form must be used. An entry form is to be filled out individually with each entry. Each entry must be placed in the correct subsection (Audio or Video or Combined) and in the correct category or it will not be considered.
- Each entry must be completely identified to show the name and call letters of the station (if applicable); name and mailing address of the school and/or station; name, mailing address and email of the school newspaper; competition category; title of the entry; the name of the person(s) involved with production of the entry; the air/production date; and the length of the entry.
- Entries are limited to **two** per category per station.
- The same audio/video piece may only be entered in **one** category each contest year.
- Entries submitted in previous years are not eligible, with the exception of the Student Media Website and Social Media Presence categories. Entries in these categories are expected to have new content within the eligibility period to remain eligible for the competition.
- Entries are to be original work by students (***totally student-produced***) for a campus media outlet or college credit courses. This work can not be done for professional broadcasting stations or related organizations.
- Programs produced with significant resources outside of the student community are not accepted.
- Where applicable, entries must be accompanied by evidence of copyright permission for any material not covered by a campus or institutional agreement with ASCAP, BMI, SESAC, or other licensing organization.

- All commercials, public service announcements, and promotional announcements must be edited out of all program entries.
- Each entry may include for the judges supplemental data in the comments section. This supplemental material may include, but is not limited to, a summary of the entry, an explanation of how the topic was selected, the goals achieved, any hurdles that were overcome, and the quantity and quality of audience feedback received. This supplemental material is optional, not required.
- The judges for the contest will be professionals in the field and journalism and mass communications faculty/staff members. They will have the authority to place an entry in a different category than the one in which it was entered.
- Violation of these rules will result in disqualification of a station's entry from any award consideration by the judges in the category in which the violation occurs.
- CBI is not responsible for reprinting costs associated with submission entry information misspellings.

ENTRY CATEGORIES: VIDEO

BEST COMEDY -- Weekly or regularly scheduled video/television comedy-based program. The segment submitted can be no longer than thirty (30) minutes though the original may have been longer. Judging will be based on acting, writing and production elements.

BEST STATION PROMO -- Creative use of voice, music, sound effects, video footage, graphics, and other visuals are to be combined in any combination to form an announcement used to promote their campus media outlet. In addition, entries should include name of the station. The entry must be 90 seconds or less.

BEST PUBLIC SERVICE ANNOUNCEMENT -- Creative use of voice, music, sound effects, video footage, graphics, and other visuals are to be combined in any combination to form a public service announcement used to provide public service to the campus community which the media outlet serves. The public service announcement should be localized to the community the student media outlet serves, not to be entirely national in scope. Subject cannot be the media outlet or college/university itself. The entry must be the standard length of 15, 30 or 60 seconds. Time limits will be strictly enforced by the judges.

BEST NEWSCAST -- The entry must be a single, regularly scheduled newscast over five (5) minutes in length. Special segments such as pre-produced features or investigative reports may be included in the newscast, but they will not be considered by the judges for the purpose of this award unless such segments are locally produced by the station or media outlet. Sports segment should not be longer than one-third of entire broadcast. Judging for the **BEST NEWSCAST** will be based on content and service to the community. Considerations will include writing, editing, news judgment, and use of audio and video.

BEST NEWS REPORTING -- This category is for hard or soft news packages (no sports) that would air during any regularly scheduled newscast. An entry is a single news story that features sound and/or dramatic video used to enhance the package. The entry must be no longer than three minutes thirty seconds (3:30).

BEST SPECIAL BROADCAST -- The entry must be a locally originated program of a one-time or annual nature that is NOT a sports event or regularly scheduled program. Judges will consider creativity and the degree of interest generated by the presentation. The entry must be a minimum of ten (10) minutes in length.

BEST VODCAST -- This is unique programming or a rebroadcast of a video program intended for an online audience. Please include **SPECIFIC** page url(s) where content is posted in the comments section. The entry must be no longer than ten (10) minutes, although the program may have been longer in its entirety.

BEST SPORTSCAST -- The entry must be a single, regularly scheduled sportscast or sports themed show. Special segments, such as pre-produced features or syndicated reports, may be included in the sportscast, but they will not be considered by the judges for the purpose of this award unless such segments are locally produced. Judging for the BEST SPORTSCAST will be based on content and service to the community. Considerations will include writing, editing, sports news judgment, and use of audio and video. Video sports play-by-play segments or full game coverage are NOT permissible in this category.

BEST DOCUMENTARY/PUBLIC AFFAIRS -- The entry must be a program dealing with an issue of public interest explored in depth with multiple sources. Extensive use of sound to enhance the content is required. The documentary must have been produced entirely by students. Judges will evaluate the quality of production and journalistic skills demonstrated in presentation and editing. The entry must be no longer than thirty (30) minutes, although the program may have been longer in its entirety.

BEST GENERAL ENTERTAINMENT PROGRAM -- Entry must be of a recurring program such as a magazine, drama, reality and game shows or other shows of non-news or sports content. One or multiple talent(s) is acceptable. The segment submitted can be no longer than thirty (30) minutes though the original may have been longer.

ENTRY CATEGORIES: COMBINED

BEST STUDENT MEDIA WEB SITE -- Students who are making the best effort to provide solid Internet strategy for their campus media outlet should submit their page URL to enter. Judges will consider as pluses the following: how easy the site is to navigate; how user friendly the web site is for those seeking information about the media outlet; and if the web site is a destination or a resource for listeners/viewers.

BEST SOCIAL MEDIA PRESENCE -- Students who are using Social Media as a way to engage their station's audience and the community at large should enter their Social Media platform(s) (Facebook, Twitter, Instagram, etc.). Judges will look at a station's overall Social Media presence based on their platform(s) and will consider as pluses the following: Quality of Posts – grammar, use of hyperlinks, use of hashtags, quality of media used in posts (videos, graphics, photos, etc.); Creativity of Posts and Media; Incorporation of Station imaging and media; as well as overall engagement with audience.

BEST STATION IMAGING -- This category is open to station IDs, promos, sweepers, liners, jingles and any other creative use of voice, music, sound effects, video footage and graphics/visuals to promote and enhance a campus station's image/identity. Individual spots or an entire campaign may be entered, but total time of audio or video submission package cannot exceed five (5) minutes. Imaging produced by any outside firm or professional is ineligible. All submissions in the best station imaging category must have been produced in-house by student staff. Violation of this eligibility rule may render the school ineligible for current and future CBI competitions.

ENTRY CATEGORIES: AUDIO/RADIO

BEST DJ -- The entry should highlight the on-air announcing skills of an exceptional audio/radio talent(s). The entry in the DJ aircheck may feature a show team with single or multiple on-air personalities. A DJ aircheck consists of only breaks taken by the announcer(s). Whole songs, PSAs or promos which do not feature the announcer(s) talents are not to be included, but a few seconds of each song, PSA, or promo are allowable to establish the transition between breaks. Original comedy skits and telephone escapades (with the subjects' permission, of course) are allowable. The entry must be a collection of highlights or a resume tape made by the announcer(s). The entry submitted may be no longer than five (5) minutes in length.

BEST STATION PROMO -- Creative use of voice, music and/or sound effects are to be combined in any combination to form an announcement used to promote their campus media outlet. In addition, entries should include name of the station. The entry must be 90 seconds or less.

BEST PUBLIC SERVICE ANNOUNCEMENT -- Creative use of voice, music and/or sound effects are to be combined in any combination to form a public service announcement used to provide public service to the campus community and the city of license which the media outlet serves. The public service announcement should be localized to the community the student media outlet serves, not to be entirely national in scope. Subject cannot be the media outlet or college/university itself. The entry must be a standard length of 15, 30 or 60 seconds. Time limits will be strictly enforced by the judges.

BEST NEWSCAST -- The entry must be a single, regularly scheduled newscast no more than five (5) minutes in length. Special segments such as pre-produced features or investigative reports may be included in the newscast but will not be considered by the judges for the purpose of this award unless such segments are locally produced by the station or media outlet. Judging for the best newscast will be based on content and service to the community. Considerations will include writing, editing, news judgment and use of audio.

BEST NEWS REPORTING -- This category is for hard or soft news packages that would air during any regularly scheduled newscast or during a magazine show segment. An entry is a single news story that features sound to enhance the package. The entry must be no longer than three minutes thirty seconds (3:30).

BEST SPECIAL BROADCAST -- The entry must be a locally originated program of a one-time or annual nature that is NOT a sports event or regularly scheduled program. Judges will consider creativity and the degree of interest generated by the presentation. The entry must be a minimum of ten (10) minutes in length.

BEST DOCUMENTARY -- The entry must be a program dealing with an issue of public interest explored in depth with multiple sources. Extensive use of sound to enhance the content is required. The documentary must have been produced entirely by students. Judges will evaluate the quality of production and journalistic skills demonstrated in presentation and editing. The entry must be no longer than thirty (30) minutes, although the program may have been longer in its entirety.

BEST PODCAST -- This is unique programming or a rebroadcast of an audio program intended for an online audience. Please include SPECIFIC page url(s) where content is posted in the comments section. The entry must be no longer than ten (10) minutes, although the program may have been longer in its entirety.

BEST SPORTS REPORTING -- This category is for shorter sports packages or any regularly scheduled sportscast. An entry could be a single sports story which features sound used to enhance package or could be a sportscast. An entry must be no longer than three minutes thirty seconds (3:30) in length. Radio sports play-by-play segments are NOT permissible in this category.

BEST SPORTS PLAY-BY-PLAY -- Entry must be play-by-play coverage of a sports event. The entry must be the program as broadcast, except that the segment submitted may be no longer than thirty (30) minutes. In addition, the segment entered shall be "consecutive minutes," not several samples of scoped material.

BEST REGULARLY SCHEDULED ENTERTAINMENT PROGRAM -- Entry must be of a weekly or otherwise regularly scheduled program such as comedy, soap opera, talk show or other show of non-news or sports content. One or multiple talent(s) is acceptable. The segment submitted can be no longer than thirty (30) minutes though the original may have been longer.